

**MINUTES OF PUBLIC MEETING OF THE
AGIC GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE MEETING HELD
April 15, 2020**

A public meeting of the Arizona Geographic Information Council Outreach Committee was convened at 1:02 PM on April 15, 2020 through WebEx. Present at the meeting were the following members or designees of the AGIC Outreach Committee:

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Jenna Leveille, Co-Chair	AZ State Land Department	Yes, phone
Patrick Whiteford, Co-chair	AZ Dept of Transportation	Yes, phone
Cheryl Thurman, Co-chair	TerraSystems SW	Yes, phone
Jay Corum	US Bureau of Reclamation	No, without notice
Humberto Aceves	EASi	No, without notice
Cheryl Begay Mizell	EASi	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mike Hilstrom	AZ Dept of Water Resources	No, with notice
Paul Minnick	AZ Commerce Authority	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Eric Shreve	AZ Dept Emergency & Military Affairs	No, without notice

Table 2: Public Members At-Large

Member	Agency/Company	In Attendance
Saba Asefa	AZ Dept of Water Resources	Yes
Shauna Evans	AZ Dept of Water Resources	Yes
Seth Franzman	Retired	Yes
Arron Lee	Merrick	Yes
Chris Lukinbeal	UA	Yes
Aryn Musgrave	ASU	Yes
Shaun Perfect	AZ Dept of Transportation	Yes
Aparna Thatte	Mesa Public Schools	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 01:02 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna asked for a motion to approve February meeting minutes. Patrick motioned; Cheryl seconded. No discussion. Motion approved unanimously.

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III. Follow Up from February:

- **Outreach Banner updates:** Patrick is adding verbiage, including mission/vision statements, before presenting to communications team. The file is in the shared Google Drive if anyone would like to preview.
- **AGIC Participant Levels:** Jenna reviewed the participant levels; she took the suggestions to admin and legal and they requested some changes and also added some additional categories including Conference Presenter/Moderator and two recognition awards (by nomination); AGIC Lifetime Achievement award and Outstanding/Significant Contribution to AZ GIS. Patrick and Cheryl agree that most suggestions seem appropriate. Cheryl added that it would be great for participation if we could announce the new awards through the newsletter and communication media. Chris Lunkinbeal asked if we should consider nominations for the awards to be limited to AGIC participants or to the larger GIS community. Lucas agreed and suggested adding another part to the award to honor someone within AGIC and also outside of AGIC. Chris suggested developing more specific criteria for nominations. Seth noted that these additional categories are “honors” not necessarily participation levels. He suggested the term “associate member” to cover some of the categories. The group engaged in general discussion and clarification of the purpose of the categories. Patrick asked what the Admin/Legal commentary was about the ‘Committee Leadership’ category. He discussed how some of the categories seem to overlap; that individuals might easily fall into multiple categories with the criteria as they are currently written. Sage discussed how the distinction between Committee Leadership versus Member is significant, but the Friend of AGIC versus Conference Presenter/Moderator is not as important. Agreed with Aryn that it might be better to reduce the number of categories. Jenna clarified that the “Conference Presenter/Moderator” category is important because it provides points for those seeking the GISP certification. Group consensus is that simpler/fewer categories are better and the honors would be distinct from the participatory levels. Final changes will be to wordsmith #4 to identify individuals that don’t have a title or are not part of a work group; GIS Day Volunteers for example. Jenna will summarize and present the information to the Council.
- **Northern AZ GIS User Group Presentations:** Patrick summarized their presentations; Patrick presented an overview of AGIC and Jenna presented NSGIC Efforts: census data privacy issues and the Geospatial Maturity Assessment – NSGIC’s assessment of state framework data.

IV. Monthly Topics of Discussion:

- **GIS Events Announcements/Reports:** Jenna announced a new event sponsored by ESRI and the upcoming 911 workflow workshop. All events are posted in this week’s newsletter and Jenna can share NSGIC webinars with those interested. She asked the group to share any event information and Chris Lunkinbeal shared that the

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UA GIS Master's project presentations will be recorded and put on You Tube.
Anyone is welcome to attend (<https://gis.arizona.edu/content/masters-projects>).

- **AGIC Website Updates and Maintenance:** Jenna presented the AZGeo COVID site, which currently features COVID-19 geospatial resources. General reminder to group to share articles/news that we can post to the website. Lucas posted new articles to the newsfeeds: COVID-19 and privacy of the census. He also announced the collaboration with DEMA.

V. AGIC Committees/Work Group Support:

- **UAS Peer Exchange:** Jenna announced that they are looking at moving to a virtual option (series) focused on next steps for drone and UAV's.
- **NHD Workshop:** Natural Resources Workgroup is planning a virtual option, presentations will be delivered via webinar and potentially hosting a hands-on workshop later in the year.
- **911 Workflow Workshop:** Upcoming NG911 Workflow Workshop (April 23 – 911 Committee)
- **AGIC-L Posts:** Jenna reviewed the newsletter updates.

VI. Social Media WG Update: Cheryl Thurman gave an overview of the WG's last meeting. Shauna gave a demo on Hootsuite social management tool. Aparna reviewed recent Facebook activity and shared that we received more likes this week. She also posted events and requested that individuals engage with the posts and RSVP to events. Cheryl announced that the Social media WG is still working to refine the list of who to follow and identify who might be missing depending on their social media strategy/presence. Cheryl thinks that we should reach out to colleges/universities, individual AZ counties, cities, and towns, and MAG/PAG. Chris suggested the City of Tucson GIS group. Cheryl and Shauna presented their document of hashtags that we can use across social media platforms. Requested that the group review the document and make suggestions. Kasey Green suggested #fieldworkfriday. Shauna explained that they found daily and holiday themed hashtags. Cheryl pointed out that AGIC is a common organization acronym and made some suggestions for some alternative hashtags (#AzGIS, #AZGeo, etc.).

- Guidelines Document –
<https://docs.google.com/document/d/1e7BRMZkmG3H2sjytu5JH3OaEddIRMOxyi-VhGtfb4sE/edit>

VII. AGOL Student Map Competition Activity Update: Jenna reported that we have five entries that have been reviewed to offer feedback to the submitters before the final due date in May. The age group of the submissions is middle school. When they are 'officially' submitted, Jenna will share with the group.

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- VIII. AGIC Visibility & Participation:** Sage has been working on updating the flyer; it is available in the outreach drive. The group discussed and provided some feedback about the design.
- IX. GIS Day:** Tabled - discussed at next meeting.
- X. May Council Meeting Report Discussion:** Jenna will send email about updates.
- XI. Comments, requests, items for future agendas:** The next meeting is scheduled for May 20, 2020.
- XII. Adjourn:** Meeting was adjourned at 2:30pm.